

# Susan Alexander

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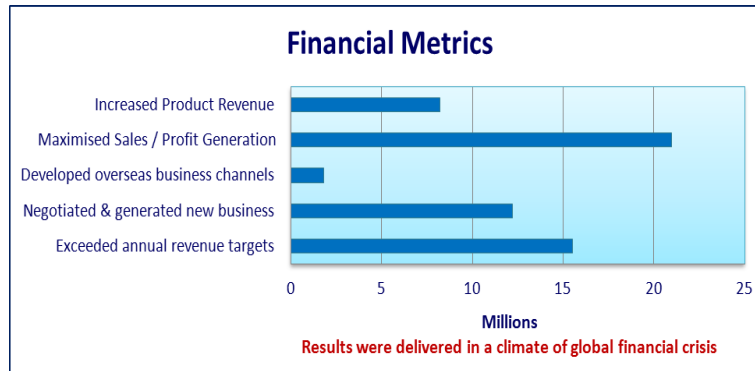
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## SENIOR EXECUTIVE MARKETING SPECIALIST

--- Agitator & driver for business growth & change ---

REVENUE & PROFIT GROWTH ~ NEW BUSINESS GENERATION ~ MARKET SHARE GROWTH ~ STRATEGIC DIRECTION

Exceptionally driven Executive with a verifiable track record of unprecedented gains and explosive growth, more than **tripling revenues (\$5M to \$21M)** and **driving profit revenue growth** by combining an incisive ability to strategize and execute innovative, flexible and robust marketing strategy.



Delivered a revenue stream of \$19.5M & grew and acquired new business across Australia, Central Europe, North America and Asia by negotiating profitable and strategic business, implementing aggressive marketing strategies, and action driven leadership.

### AREAS OF EXPERTISE

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|--|--|---|
| <input checked="" type="checkbox"/> Strategic Marketing Plans                  | <input checked="" type="checkbox"/> Risk Management                | <input checked="" type="checkbox"/> P&L Management                                    |
| <input checked="" type="checkbox"/> Key Account Management                     | <input checked="" type="checkbox"/> Solutions Management           | <input checked="" type="checkbox"/> People Management                                 |
| <input checked="" type="checkbox"/> Sales & Product Management                 | <input checked="" type="checkbox"/> Relationship Management        | <input checked="" type="checkbox"/> Business Development                              |
| <input checked="" type="checkbox"/> Market & Segment Expansion                 | <input checked="" type="checkbox"/> Target Marketing & Penetration | <input checked="" type="checkbox"/> Contract Negotiations                             |
| <input checked="" type="checkbox"/> Public Relations Campaigns                 | <input checked="" type="checkbox"/> Product Design & Development   | <input checked="" type="checkbox"/> Marketing Communication                           |
| <input checked="" type="checkbox"/> Corporate Vision Planning & Implementation | <input checked="" type="checkbox"/> Team Development/Leadership    | <input checked="" type="checkbox"/> Market Analysis / Forecasting / Marketing Mapping |

### PROFESSIONAL EXPERIENCE

LENNOX GROUP – Sydney, NSW

Feb 2004 to Present

#### Marketing Director (Sept 2006 to Present)

**Reversed a 10-month decline in sales and brand equity to deliver a revenue stream of \$19.5M, far exceeding annual revenue targets of \$5M and increasing market share from 0.5% to 3%.**

Exceeded revenue targets through executive ownership of the strategic planning process. Developed consumer insight to drive marketing planning; contributed to the management team's strategic planning; became the gatekeeper for all new products / initiatives to maximise profit; influenced and managed the level of product demand; and managed media/public relations.

#### RESULTS / ACCOMPLISHMENTS:

- **Turnaround Management:** Achieved a 25% sales growth in wholesale channels and increased customers by 15% by re-focusing and growing stunted business channels through business restructuring, analysis of emerging markets and developing a knowledgeable team.

#### HIGHLIGHTS

- Exceeded revenue targets by \$16M in a climate of global financial crisis.
- Acquired new markets, increasing market share by 2.5%.
- Manage 40% of Lennox's revenue for Australian & international markets.

## PROFESSIONAL EXPERIENCE CONTINUED...

- **Marketing Strategy:** Delivered a revenue stream of \$19.5M by implementing a new marketing strategy for developing new and diversified business in Australia and overseas.

→ Restructured the marketing section to support business development and emerging business priorities.

→ Introduced products to the retail channel by developing a line of products more suited to the gift market.

→ Engaged in more licensing programs (Commonwealth Games, Cricket Australia and NRL) to give products a broader appeal and increase engagement with a younger audience.

→ Produced a major project launch and brand awareness campaign for Lennox across Australia, Central Europe, North America and Asia.



- **Team Leadership:** Built a high performance team, fuelling team morale and performance by up to 40% for a department which previously felt undervalued, under-utilised and disenchanted via active collaboration, encouraging team participation in business planning, and training and development.
- **Brand Management:** Delivered a 30% increase in sales revenue by reinvigorating a diminishing brand in domestic and international markets through product restructuring, repositioning government branding to allow a secondary brand, and introducing new lines to diversify and secure revenue.



### Manager, Strategy & Business Development (Jan 2006 to Present)

Delivered a 40% growth in Lennox's wholesale and retail businesses by implementing strategic development plans and strategies to maximise profits, generate sales leads, and raise awareness of product development programs. Managed a 30 strong marketing team and a budget of \$400K.

#### HIGHLIGHTS

- Recaptured international market from major competitor.
- Generated a 10% revenue lift.

#### RESULTS / ACCOMPLISHMENTS:

- **International Positioning:** Drove business up by 40%, reactivated 12 dormant and previously profitable accounts, and recaptured all international product sales back from major competitor by reengaging international markets and proactively raising awareness of Lennox products.
- **Sales Strategy:** Generated a 10% revenue lift and 25% forecast lift by developing and implementing a new sales strategy for retail markets, redefining business priorities to increase focus on sales and business growth / expansion, and re-engaging lapsed customers.



### Manager, Direct Marketing & Sales (Feb 2004 to Present)

Promoted 60 collectible products nationally and internationally over an 18-month sales period to deliver sales in excess of \$20M on a \$620K budget whilst turning around call centre operations to re-establish it as the No.1 sales channel within 3-months.

#### HIGHLIGHTS

- Re-established call centre as No.1 sales channel.
- Grew customer base from 28K to 50K+.
- Delivered a total revenue lift of 15%.

#### RESULTS / ACCOMPLISHMENTS:

- **Sales Channel:** Reduced attrition by 20% and re-established the call centre as the No.1 sales channel through leadership and direction. Achieved a high functioning call centre and retail store with cut through marketing communications, value for money and high return direct marketing and advertising.

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## PROFESSIONAL EXPERIENCE CONTINUED...

- **Marketing Communications:** Established a marketing communications unit with minimal funding that delivered an increase in media coverage and awareness of Lennox as a destination for tourism and retail outlet gifts. Established better media connections, improved copywriting, and developed appropriate marketing communications to target markets.
- **Media Planning:** Reduced advertising costs by \$60K and increased advertising impact by identifying and moving to media carrying a higher readership of Lennox's target market; introducing online advertising; and changing the design, layout and style to establish a recognisable brand.
- **New Market Introduction:** Delivered a total revenue lift of 15% by introducing new and profitable markets for collectors. Cultivated corporate partnerships for marketing and promotions and proposed innovative sales strategies and direct mail campaigns.
  - Developed exclusive member offers to Centurion card holders with American Express, resulting in 5,500 very limited solid gold collector sets selling out within a record time of 4-months.
  - Negotiated profitable licensing agreements and subsequent product lines for the Melbourne 2006 Commonwealth Games and the Ashes Cricket Test Series.
  - Developed DM campaigns with Seniors and Caltex Starcard holders to introduce consumers to the potential of collecting.



DEPARTMENT OF TOURISM – *Sydney, NSW*

Jun 2003 to Jan 2004

### Senior Policy Officer – Business Development Group

Developed and implemented marketing strategy for two key projects introduced in the Tourism White Paper. Liaised with Government and industry stakeholders to ensure the success and delivery of both major initiatives.

#### RESULTS / ACCOMPLISHMENTS:

- **Marketing / PR:** Secured continual program funding and achieved high-level publicity and participation in numerous grant schemes by developing and implementing a marketing and PR strategy for the \$4.6M Australian Tourism Partnership Initiative.
- **Business Development:** Achieved over \$1M in domestic and international tourism marketing promotion at no additional cost to the Australian Government by developing strategy to deliver regional and niche tourism initiatives and liaising directly with key stakeholders across Government and Tourism.



DERIVAN IDEAS – *Sydney, NSW*

Feb 2002 to May 2003

### Client Services & Marketing Director

Maximised service offerings to clients by developing and executing the firm's client relations strategies. Offered strategic, value-added insight, drawing attention to the full range of services on offer and providing a strategic approach to the servicing of clients. Managed and mentored client services teams; increased revenue from existing clients by developing accounts; and maintained a high level of client engagement.

#### RESULTS / ACCOMPLISHMENTS:

- **Client Retention:** Secured a 60% retention rate for interstate clients, 20% above target by devising a new system for online client service and project delivery during a major office relocation.
- **Relationship Marketing:** Raised the level of service offerings by enhancing the capabilities of the existing client service team, implementing new procedures and delivering profitable business solutions.
  - Increased team revenue generation by 33% by implementing performance plans against KPI's.
  - Introduced business continuity planning and client history management tools.

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## PROFESSIONAL EXPERIENCE CONTINUED...

TECHNICAL SOLUTIONS – *Sydney, NSW*

Jun 2000 to Feb 2002

### Marketing & Client Services Manager

Introduced progressive and innovative ways to present policy and technical doctrine to various stakeholders within the Australian Government through the preparation of marketing and communication strategies for the entire Group; developing corporate identity and professional publications for the Information Security Group and associated commercial programs; and developing and implementing a client feedback scheme.

#### RESULTS / ACCOMPLISHMENTS:

- **Strategy Development:** Developed a national marketing and communication strategy for the Australian Government initiative to protect critical Australian infrastructure and promote greater Information Security. Strategy was rigorously analysed by peers and colleagues and then embraced.



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## EDUCATION & QUALIFICATIONS

**Bachelor of Arts (Marketing & Communications)** – Sydney University

**PhD in Research** – NSW University



**Training:** Direct Marketing Association Copy Writing & Strategy ♦ Strategic Public Policy Writing ♦ Executive Leadership in Public Management ♦ Finance for Non-Finance Managers ♦ Advanced Negotiation & Influencing Skills ♦ Information Mapping ♦ Priority & Personal Efficiency



**Affiliations:** Member, Australian Institute of Management (AIM)  
Member, Australian Marketing Institute (AMI)  
Member, Public Relations Institute of Australia (PRIA)  
Member, Australian Direct Marketing Institute (ADMI)  
Member, National Capital Attractions Association (NCAA)

### **Strategy Explanation**

*This client approached me as she was ready to move on from her current position – basically she had achieved what she wanted in this position and now she was ready for new Senior Executive Marketing challenges.*

*In her last position she was basically the driver for business change and growth within the company and I wanted to get this across simply.*

*I developed a branding statement and career profile which backed up her branding statement. As she had a number of exceptional achievements, I wanted to develop a graph which showcased this information in the best possible light – so I developed a bar graph instead of a column graph – with a column graph I would have been limited with the information and text displayed and for visual impact to be successful I didn't want to go this avenue. I wanted simple but eye-catching.*

*To make the graph visually appealing, I also added colour and to ensure that the reader was aware these results were achieved within the global financial crisis, I added a tag line in red which is clearly visible to the eye.*

*Having showcased her major achievements in the top 1/3 of the page where the eye would normally go first, I then backed this information up through her professional experience, adding eye catching highlight boxes and a graph to the right of the page to list key information for time poor recruiters.*

*To ensure the resume packed a Marketing Executive 'punch', I ensured all bullet points started with major key words which were bolded for both impact and to ensure when the eye glanced over the page what they saw were key words that drove home her branding message.*